

Plastic Film Cooperative Recycling Initiative— Residential and Commercial Plastic Film Collection

For discussion between California Integrated Waste Management Board staff and stakeholders in developing a detailed plan for residential and commercial plastic film diversion projects.

Grocery Store Film Collection

Objectives:

- 1 Increase collection of bags and other film products at grocery stores through drop off and internal collection
- 2 Reduce the number of bags used through promoting re-useable bags, reuse of bags; and proper use of bags (no multiple bagging)

Metrics

- 1 Number of stores participating by county
- 2 Percentage of stores participating by county
- 3 Percent population served by county
- 4 Amount of film recycled statewide
- 5 Number of WRAP applications by grocery stores

Target Audience

- 1 Grocery Stores which have drop off
- 2 General Public-know to recycle; reduce; reuse
- 3 Local Governments-promote program

Tasks and Deliverables

- 1 Increase number of stores with drop off program and listed on plastic bag recycling (PBR.org)
- 2 Increase number of local jurisdictions with links to PBR.org
- 3 Get California Grocers Association (CGA) and Independent Grocers (IGA) to participate
- 4 Outreach to Stores
 - a. Mail info on PBR.org
 - b. Presentations at Industry meetings, workshops and conferences
 - c. Offer training working with Progressive Bag Alliance (PBA), American Plastics Council (APC) and local government
- 5 Outreach to General Public
 - a. Promote proper signage at grocery stores
 - b. Public service announcement (PSA) in major markets
 - c. Bill stuffer, newsletter in local jurisdiction
 - d. Printed messages on bags
 - e. Articles and press releases
 - f. Wal-Mart school program
- 6 Outreach to Local Government
 - a. Workshops and local taskforce (LTF) meetings
 - b. Info on web pages
 - c. Listserv email
 - d. Infocycling
 - e. Articles and press release

Key Stakeholders

- 1 Industry reps (CGA, IGA)
- 2 Stores
 - a. Albertsons
 - b. Safeway/Vons
 - c. Kroger's
 - d. BelAir/Raley
 - e. Whole foods
 - f. Trader Joes
- 3 Plastic film Reps
 - a. PBA/CBCFA
 - b. APC
- 4 Environmental Groups
 - a. CAW
 - b. Antilitter group (KCB)
- 5 Recyclers
 - a. Rocky Mountains
 - b. Next life
 - c. Al's Plastic
 - d. AERT
 - e. Marathon
 - f. Envision
- 6 Haulers
 - a. Norcal
 - b. WMI
- 7 Local Governments/Recycling Coordinators
 - a. SF
 - b. LA
 - c. Contra Costa (central)

Curbside Film Collection

Objective:

Increase number of jurisdiction collecting plastic film and other products and packaging through curbside collection (residential and Commercial)

Metrics:

- 1 Participating jurisdictions
- 2 Percent population served by jurisdiction or service area
- 3 Through Put from MRF data

Target Audience:

Tasks and Deliverables

- 1 Review baseline data collected by OLA-how many curbside programs collecting plastic
 - a. Link curbside programs to MRFs
 - b. Link MRFs to brokers and recyclers
- 2 Secure participation of key stakeholders
- 3 Develop case studies
 - a. SAC county
 - b. LA co. SAND
 - c. Santa Clara
 - d. San Jose
 - e. San Juan Capistrano
 - f. Hylex Processing)
 - g. Al's (processing)
- 4 Education and Outreach
 - a. Post case studies to web
 - i. Post or link to other local J's info
 - b. Presentations
 - i. CRRA
 - ii. CRRC
 - iii. SWANA
 - c. Board workshop-how to set up curbside collection program for plastic
 - i. Regional workshop
 - ii. Include MRFs; local J's; end users; haulers
 - d. Other
 - i. Articles and interviews
 - ii. Site visits
 - iii. Make outreach materials flexible for tailoring to local conditions
- 5 Promote curbside collection from small business
- 6 Identify incentives for local J's MRFs
 - a. Economics
 - i. Film has value
 - ii. RCPs-close the loop
 - iii. Jobs-siting processing facilities
 - b. Cut litter control costs at landfills and other SWFs

Key stakeholders

- 1 Local jurisdictions
- 2 MRF operators
- 3 End users
- 4 Brokers/Processors
- 5 General Public at local level
- 6 Haulers
- 7 Film product manufacturers

MRF Separation of bags and Other Film

Objective: Promote new and expanded plastic film collection efforts at MRFs and transfer stations for recycling

Metrics

- 1 Number of MRFs participating
- 2 Permitted capacity vs. plastic recovered
 - a. Aggregated by solid waste study (SWS) regions
 - b. Or Identify by service area

Target Audience:

- 1 MRF Operators
- 2 Local Jurisdictions
- 3 Waste Haulers

Tasks and Deliverables

- 1 Review results from 2005 processor and MRF survey
 - a. Use to help design representative sampling
 - i. Coordinate with permitting and enforcement (P&E): send survey through P&E and /or local enforcement agencies (LEAs)
 - ii. Review what is currently in Solid Waste Information System (SWIS)
- 2 Develop case studies to document what the benefits are
 - a. City Fibers, LA
 - b. Edco
 - c. Castroville Marina MRF
 - d. Recycle America/WMI
 - e. Sacto recycling and transfer station
- 3 Education and Outreach
 - a. Post case studies to web pages
 - b. Mass mail to other MRFs and local jurisdictions
 - i. Participating facilities and how they benefit (provide cost info)
 - c. Conference Presentations
 - i. SWANA
 - ii. CRRC
 - iii. CRRA
 - iv. Manufacturer conferences
 - v. LEA workshop/Conferences
 - d. Board sponsored Workshop-How to
 - e. Outreach to end users re: using the recovered film (website; listserv; ads; direct mailers; articles and interviews
 - i. Bales
 - ii. Flakes, ground and pellets
- 4 Increase Drop-off
 - a. Opportunities at MRFs and Solid Waste Facilities
- 5 Listserv of Operators

Key Stakeholders:

- 1 MRFs and transfer stations
- 2 Haulers/SWANA/CRRC
- 3 Local Government
- 4 Processors and brokers
- 5 End users
 - a. Bag manufacturers
 - b. Plastic lumber/Railroad ties
 - c. Other film manufacturers
 - d. Other plastic products and packaging

Transport Packaging (Big Box Stores)

Objectives:

- 1 Promote new and expanded film collection at big box stores and distribution centers (DCs) through domestic processing channels
- 2 Reduce the amount of packaging used

Metrics

- 1 number of stores and distribution centers participating
- 2 Amount of film diverted to processors
- 3 Amount of packaging reduced
- 4 Population served by participating stores

Target Audience:

Tasks and deliverables

- 1 Identify number and locations of stores and DCs
 - a. ID stores and DCs with existing programs
 - b. Contact with appropriate company representative/decision makers
 - c. ID regions to target stores and DCs in those regions
- 2 Identify processors and end-users who will provide the market
 - a. Capacity (current & planned) of processors
 - b. ID demand from manufacturers
 - i. Plastic lumber
 - ii. Film products
- 3 Estimate potential supply through stores and DCs
 - a. Stretch wrap; shrink wrap
 - b. Bags
 - c. Other
- 4 education and outreach
 - a. Case studies
 - i. Wal-Mart sandwich bales
 - ii. Others
 - b. Outreach to stores and DCs
 - i. Work with haulers to set up collection
 - ii. Set up drop off for bags and other film
 - iii. Coordinate regional approach
 - iv. Source reduction-reuse, BMPs, use less packaging
 - v. Provide info on benefits (avoid disposal fee/potential profit centers)
 - c. Outreach to processors and Manufacturers
 - i. Provide info on amounts, locations and quality of recovered film
 - ii. Assist processors in expanding capacity
 - iii. Site new processing facilities
 - iv. Provide info regarding local govts wanting to site a facility
 - d. Board Sponsored workshops-how to set up these type of programs
 - e. Other
 - i. Conference presentations
 - ii. Articles and interviews
 - iii. WRAP awards

- iv. Post case studies and other written materials to the web page
 - v. Develop a listserv for stores and DCs
- 5 Secure stakeholder participation in workgroups
- a. Stores (Costco, Wal-Mart, target, Grocer distribution centers; IKEA; SAMS Club etc)
 - b. Haulers
 - c. Processors
 - d. Manufacturers
 - e. Selected local jurisdictions
 - f.

Key Stakeholders

- 1 store owners (Costco, Wal-Mart, target, Grocer distribution centers; IKEA; SAMS Club etc)
- 2 Haulers
- 3 Recyclers/Processors
- 4 Targeted local jurisdiction (have lot of distribution centers)
- 5 End users (manufacturers)